Great American Media 1010 Wisconsin Avenue NW

Democratic Congressional Cpgn Comm/ Issue Submission Number 274 Issue 2

Washington DC 20007





1205 Front St. Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Orig

Transactional	Business Category: Transactional			No	Associated Copies: No
POLITICAL	Business Type:	Political	Contract type:	06147275	Est./PO Number:
06147275	Order Ref:	Ю	Weeks:	10/15/12 to 10/28/12	
HRP Washington, DC	Sales Rep:	11 /14 /1194	Client/Product/Estimate:		
E:120525033	Campaign Ref:	13750	Submission Cost:	Cpgn Comm/ Issue	Client:
				Omnoratio Concretational	

Product: Demographic:

Dccc (L) Household

Booking Group: Order:

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Key Market:

Raleigh-Durham, NC

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		. I VVI F Isolations: W/C 10/22 M	M-F 730p Extra	. I VVI F ISOIAUDOIS: VWC 10/22 M	M-F 7a Today Show	. I VVIII. ISOIATIONS: VVIC 10/22 M	M-F 6a News	. I WI F., Isolations: W/C 10/22 M	M-F 6p News	.1 VVI F., Isolations: W/C 10/22 M	M-F 530p Judge Judy	.1WIF Isolations: W/C 10/22 M	M-F 5p Judge Judy	.TWTF Isolations: W/C 10/22 M	M-F 4p Ellen	.TWTF Isolations: W/C 10/22 M	M-F 1135p ET / 1035p CT Toright Show	Sales Product Details
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	Weekly To															_		
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	(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	- 1	Spot Type
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WNCN-TV 1205 Front St. Raleigh, NC 27609

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		W	Wed 9p ET / 8p CT Law & Order SVU	Т.:.	Thu 8p ET / 7p CT 30 Rock	S	M-Su Late News Late Run	М	M-F 730p Extra	S	Sun 8a Today Show	S	Sun 6p News	S	Sun 10a Meet The Press	S	Sat 7a Today Show	M Isolations: W/C 10/15 .TWTFS.	M-Su 11p News	TWTF Isolations: W/C 10/22 M	M-F 9a Today Show II	Sales Product Details	Associated Copies: No				Democratic Congressional Cpgn Comm/ Issue
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Washington DC 20007





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WNCN-TV

PHONE (919) 836-1717 FAX (919) 836-1747

			22		21		20	Ref	Client: Buyer: Schedule Dates: Est./PO Number: Associated Copi
		F.:	M-F 10a Today Show III	T.	M-F 7a Today Show	S.	Sat 7p News	Sales Product Details	Client: Democratic Congressional Cpgn Comm/ Issue Buyer: Schedule Dates: 10/15/12 to 10/28/12 Est./PO Number: 06147275 Associated Copies: No
			03		03		04	Rev Type	
	Week						-		Submission Cost: Client/Product/Estimate: Weeks: Contract type:
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ú	3		11		1		_	10/15	Campaign Ref: E:120525033 Sales Rep: HRP Washing Order Ref: 06147275 Business Type: POLITICAL Business Category: Transactional
_	3							10/22	E:120525033 HRP Washing 06147275 POLITICAL Transactional
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								0	on, DC

			Grand Totals			
				Month 10 Weeks: 4	/eeks: 4	
	Totals		10/15		10/22	
Spots		35		33		2
Cost		13750		13075		675
Grand Totals:					Spots:	35
					Gross Total:	13,750.00
					Commission:	2,062.50

Ref

Sales Product

Sun 10a Meet The Press

:30 Commercial Spot Type

10/15/12 Pre-empt Date

Closed Pre Emption

Status

Pre-empt Value

Makegood Line(s) (Dates)

Makegood Ref 0000000000

Campaign Ref E:120525033

750.00 No Makegood / Credit

Pre-emption Summary

Net Total:

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDI

ORDER WORKSHEET

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#DOM#

HEADLINE# 6147275

O: APPROVED REV

#1 \$\$\$

TRF# E:120525

FAX# 703-516-9680

AGENCY CREDIT RISK !!!

HARRIS REPORT FROM STATION OCT18/12 09.24

*** WNCN-TV

* * *

STATION MAKEGOOD OFFERS: NOTICE: 民国智: CON STA: Z N Σ, YOA ADV ORDER CITY TAX FLIGHT PRDCT N # OK'D OK'D OK U CHANGES OF THIS ORDER HAVE BEEN APPROVED. # DATES DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE DOCC *** PLS ADDED LNS 19-22 REVISED ORDER THANKS, MIKE FOR MICK ZEROED LNS 13, NEU NEU SAME BUY#17 ヨロア#13 81 #70日 THIS OCT16/12 AGY. ADV. HS STATE Þ NAME NAME MISSED: SUN/1000A-1100A OFFER: FRI/700A-900A MISSED: TUE/800P-1000P MISSED: WED/1000P-1100P OFFER: THU/800P-830P CASH IN OFFER: WED/900P-1000P TAX CMT:SPOT NA -CMT: TIME PERIOD FOR CMT: PLS CMT: PROGRAM ORDERED CMT : PLS CMT: PLS REVISE ۲ 8 OCT22/12 GREAT AMERICAN MEDIA ISS/DCCC WASHINGTON, 3050 EST#1194 CONTRACT FRI/1000A-1100A ADVANCE SCHEDULE ㅈ ADVISE ADVISE (C) ZW. WK-1 COMMENTS: # 2FOR1 6147275 ASAP Ü CO-OP 20007 LAW SON NOT ON NBC SCHEDULE (LINE, * * * * * BILLLING BOOKED TODAY רא CONTRACT SCHEDULED ORDER SVU ORDER, OCT119 OCT17 OCT16 OCT19 NHHUHU SH INVOICE) SHOW AND 9-10PM FOR 10/16 - MG CLASS: SALES BUYER 况过记.# FOR GENERATION TODAY SHOW III NAME PRSN NATE. 308 308 30E 30S 308 WA-MIKE FURMAN OFF - # \$750.00 \$2,870.00 \$2,870.00 30 ROCK THU \$1,700.00 \$1,700.00 \$200.00 LOCAL MHOK NESCH 対な日 DATE 10/19 PLS ADVISE. PLS (OCT17/12) PLS ADVISE. REGIONAL SALESMAN (MAY25/12) PLS ADVISE. (MAY25/12) OCT18 (H) 122 # 09 . 24

CONTRACT

TOTAL

SPOTS

13750.00

(J)

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGEN FAX# 703-516-9680

ORDER WORKSHEET

REP HEADLINE# 6147275 TRF# E:120525 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

AGENCY CREDIT RISK !!!

HARRIS REPORT FROM REP

CHANGES

*** WNCN-TV ***

ADV CITY TAX FLIGHT DATES PRDCT ORDER AGY # # # DOCC OCT16/12 AGY. ADV. STATE NAME NAME TAX GREAT AMERICAN MEDIA ISS/DCCC OCT22/12 WASHINGTON, 3050 EST#1194 CONTRACT K ST NW, WK-1 COMMENTS: # 6147275 D 40-0D 20007 (LINE, BILLING ORDER, NEEDED INVOICE) CLASS: NATL. SALES PRSN WA-BUYER NAME MIKE FURMAN REP.# 〇月月.# MICK NESCH LOCAL DATE REGIONAL SALESMAN OCT17/12 (H) 21.18

REP: PLS CFM
THANKS, MIKE FOR MICK ADDED LNS 19-22 ZEROED LNS 13, REVISED ORDER SAME 17, 1 8

STA: ALL STA STa CHERYL 10/17 ADVISE M1-M2 UNRESOLVED AND AIRING OFFERED SPOTS ARE PREBOOKED AND AIRING SEE M3 FOR NEW OFFER

CON CM **** THIS IS A CASH IN ADVANCE SCHEDULE *****

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

PROGRAM : MEET THE PRESS	13 S 1000A-1100A 30	AGENCY ADVERTISER CODE = 11 AGENCY PRODUCT CODE = 14	:LINE#:REP :CD: TIME PERIOD : LGTH : SEC :
	\$750.00	AGENCY EST#	C : RATE
	10/21	= 1194	: START
	10/21		: END : DATE
	0		END :SPTS: WEEK DATE : /WK: INVT
	SUN		WEEK : DAYS
	0		:STGS:

REP HEADLINE# 6147275 TRF# E:120525 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT17/12 21.18
CHANGES *** WNCN-TV ***

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סיאס	STATION MAKEGOOD BU	PROGRAM ORD COM ORD COM THIS IS	PROGRAM CON COMI	18	PROGRAM ORD COM: ORD COM: THIS 1S	19	PROGRAM	17	PROGRAM ORD COM ORD COM PART OF	22	PROGRAM ORD COM ORD COM THIS IS	N N	LINE#:REP:
BUY#18	ĸ	⊅ " " " \	RAM : LAW & OR COM1: LAW & OR A 900P-1000P	S TOOOF-ILOOP	≱	A 800P-830P	" #	S 800P-1000P	ጀ አ። ። አተ	A 1000A		A 700A-900A	#: CD: TIME
MISSED: WED/ OFFER: WED/ CMT: TIME CMT: PLS	MISSED: TO CMT: F	& ORDER S PERIOD F REVISE	DER:	-1100F	30 ROCK PROGRAM ORDERED PLS ADVISE MAKE-GOOD FOR OC	30P	BIGGEST LOSER	4000J	HOW IL - 2FO ISE AS MADE	1000A-1100A	Y SHOW NA - 2FO ADVISE AS	900A	E PERIOD :
MISSED: WED/1000P-1100P OFFER: WED/900P-1000P CMT: TIME PERIOD FOR CMT: PLS REVISE	000 MA	LAW &	SVU SVU	30	LTE ON ON ON	30		30	I R1 MGS BOOKED AP UP OF L1NES	30	MGS BO	30	LGTH : SEC
LAW &	D NOT O	ORDER SVU IS :	\$1,700.00	\$1,700.00	NBC SCHEDULE	\$2,870.00		\$2,870.00	ED TODAY SHOW	\$200.00	OKED TODAY SHOW	\$550.00	C : RATE
OCT17 OCT17 ORDER SVU I	E & v	3W401-6	10/	10/	FOR 10/16	10/		10/	AND TOD	10/1	AND TOD	10/1	:: ::
M401-6	TLE FOR 10/16		17 10/17	17 10/17	- MG 30 RO	18 10/18		16 10/16	AY SHOW IIL	10/19	AY SHOW III	19 10/19	TART : END ATE : DAT
E E E E E E E E E E E E E E E E E E E	308 808		7	7 0	ROCK THU 8PM	8 1		0	FR1 10/19	9 1	FRI 10/19	9 1	END :SPTS:
\$1,700.00 \$1,700.00	\$2,870.00 \$2,870.00 30 ROCK THU		WED	WED	Me	тни		EDI	.6	FRI	v	FRI	WEEK :
(MAY25/12) PLS ADVISE	(MAY25/12) PLS ADVISE		U	Ü		ď		ы́		Н		I	DAYS
12) 18E.	12)		Н	0		н		0		ч		ך	:TOTL:

REP HEADLINE# 6147275 TRF# E:120525 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET CREDIT ADVISORY: REP: TEL# 703-516-9399

-9399 FAX# 703-516-9680 AGENCY CREDIT RISK !!! HARRIS REPORT FROM REP **CHANGES** *

OCT17/12 21.18
*** WNCN-TV ***

OCT/12 STATION MAKEGOOD OFFERS: : LINE# : REP Z W OK U LHNH#: 13750.00 : GD : **BUY#13** TIME PERIOD MISSED: SUN/1000A-1100A OFFER: FRI/700A-900A CMT: PLS ADVISE ASAP CMT:SPOT NA - 2FOR1 Ŗ٦ FRI/1000A-1100A LGTH .. O H S ⊠ Ω Ω RATE BOOKED TODAY SHOW AND OCT19 OCT21 ** ** START DATE END TODAY SHOW III FRI 20 E 20 E 20 E : /WK: INVT :SPTS: CONTRACT \$750.00 \$550.00 \$200.00 TOTAL SPOTS CI/OI SIA (OCT17/12) DAYS ADVISE. 13750.00 : STYS:

300

CODE

A-ADD

B-BUY TYPE

C-CANCELLED

DE-DELETE E-EFF DATES

Q-PAID PGM

R-RATE

S-SPOTS

PER WEEK

T-TIME

L-LENGTH

Y-DAYS

Z-COMMENTS

*-MULTIPLE

M-MAKEGOOD

N-PROGRAM NAME

P-CLASS, PLAN, SECT

DEMOS - RA

RA35+*

BOOKS-

OCT/11 NOV/11 NOV/PJ EST/ES

ACCURATE SHARES

MARKET TOTALS \$137,500

WNCN

10%

WRAL 43%

MIVU

ω 22 %

WRAZ

H 12 %

WRUC

ب %

WLFL

W W

CABL

%

MOD# 0: HEADLINE# 6147275 APPROVED REV TRF# E:120525 #0 \$\$\$ REP: TEL# 703-516-9399 CREDIT ADVISORY: AGEN ORDER WORKSHEET AGENCY CREDIT

HARRIS

FAX# 703-516-9680

REPORT FROM STATION

*** WNCN-TV *** OCT17/12 12.58

()-()-()-REF

ORDER ADV CITY TAX FLIGHT PRDCT AGY # # # DATES 573 573 DCCC ADVISE M1-M2 UNRESOLVED SEE M3 OCT16/12 AGY -ADV. FOR NEW OFFER STATE NAME NAME TAX OCT22/12 GREAT WASHINGTON, ISS/DCCC 3050 EST#1194 CONTRACT 겨 AMERICAN WN IS WX-1 COMMENTS: # 6147275 0 MEDIA 40-0D 20007 (LHNE, BILLING ORDER, NEEDED INVOICE) CLASS: SALES BUYER REP.# NAME PRSN NATE. WA-MHKH 〇月月.# MICK NESCI FURMAN LOCAL DATE REGIONAL SALESMAN OCT17/12 (H) # 12.58

STA: ALL OFFERED CHERYL 10/17 SPOTS ARE PREBOOKED AND AIRING

CON O Z * * * * * SIHT S A CASH IN ADVANCE SCHEDULE

STATION MAKEGOOD OFFERS: МЗ N Z L UNRESL UNRESL UNRESE DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE BUY#17 ET#Y13 8T#YUE MISSED: SUN/1000A-1100A OFFER: FRI/700A-900A MISSED: WED/1000P-1100P MISSED: TUE/800P-1000P OFFER: WED/900P-1000P OFFER: THU/800P-830P CMT:SPOT NA -CMT: PLS ADVISE CMT: PLS REVISE CMT: TIME PERIOD FOR CMT: PLS ADVISE CMT: PROGRAM ORDERED FRI/1000A-1100A 2FOR1 ASAP MGS LAW & NO TON BOOKED TODAY ORDER SVU NBC SCHEDULE FOR 10/16 -OCT19 8TTOO OCT19 OCT17 OCT17 S SHOW AND MAOT-6 TODAY 30 S 30 S 30 S 308 308 30E 30E ις () SHOW III FRI \$750.00 \$550.00 \$200.00 \$2,870.00 \$2,870.00 30 ROCK THU \$1,700.00 \$1,700.00 10/19 Md 8 PLS ADVISE (MAY25/12) PLS ADVISE STA (MAY25/12) (OCT17/12) ADVISE ADVISE.

CONTRACT TOTAL SPOTS TOTAL 13750.00 W 4,

REP HEADLINE# 6147275
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENC ORDER WORKSHEET

-9399 FAX# 703-516-9680 AGENCY CREDIT RISK !!! HARRIS REPORT FROM REP

MAY16/12 16.1 *** WNCN-TV ***

FLIGHT DATES CITY TAX PRDCT ORDER AGY # ADV # # DCCC OCT16/12 AGY. NAME GREAT AMERICAN MEDIA ADV. STATE TAX NAME ISS/DCCC OCT22/12 WK-1 WASHINGTON, 1010 WISCONSIN AVENUE EST#1194 COMMENTS: (LINE, CONTRACT # 6147275 DC CO-OP BILLING NEEDED 20007 ORDER, INVOICE) BUYER NAME MIKE FURMAN CLASS: NATL. SALES PRSN WA-REP.# 〇岁5 - # MICK NESCH LOCAL DATE MAY16/12 REGIONAL SALESMAN # (H)

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

THANKS, MIKE FOR MICK

DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE

REP:

TTL

13750 @ 34X

PLS CFM

MEN

ORDER

S1/8/12

16.14

							1	1
PROGRAM : JUDGE JUDY	3 5002-5305	PROGRAM : ELLEN	2 400₽-500₽	PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	1 1135P-1235A	AGENCY ADVERTISER CODE AGENCY PRODUCT CODE = 1	:LINE#:REP :CD: TIME PERIOD :	
	3 0		30		30)E = 1.1 : 14	: : : : : : : : : : : : : : : : : : :	
	\$215.00		\$175.00		\$170.00	AGENCY EST#	RATE	
	10/16		10/16		10/16	= 1194	: START : DATE	7
	10/22		10/22		10/22		: END : DATE	(
	N		N		4		: SPTS: WEEK	
	TU-F,M		TU-F,M		TU-F,M		EK : DAYS	
	υ		N		4		: TOTL:	

REP HEADLINE# 6147275
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET
HARRIS REPORT FROM REP

MAY16/12 16.1

OCT/12	(2)	(3	2))								LINE
.2 13750.00	PROGRAM :	PROGRAM :	17	PROGRAM :	Q T	PROGRAM :	15	PROGRAM :	14	PROGRAM :	13	:LINE#:REP :CD:
00	LAW & ORDER: SYU	BIGGEST	800P-1000P	SUNDAY TODAY	800A-900A	NBC 17 NEWS	600F-630F	NBC 17 NEWS	1130P-1205A	MEET THE PRESS	A000A-TIOOA	TIME PERIOD
	SVU SVU SVU	er pot airing	3 0		3	AT 6 AT 6	30	AT 11 AT 11	30	8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	30	: LGTH : SEC
	\$1,700.00	LOSER POT airing - MG BORCK THUROM	\$2,870.00		\$200.00		\$200.00		\$615.00		\$750.00	C: RATE
	10/17	wdanner	10/16		10/21		10/21		10/21		10/21	: START
	10/17		10/16		10/21		10/21		10/21		10/21	: END
CONTRACT TOTAL	Н		Н		Ч		۲		Н		T	: /WK: INVT
TRACT TOTAL	WED		HOH		SUN		SUN		SUN		SUN	
13750.00 34												DAYS :T
0 O 4 &	Н		Н		۲		٢		Н		ь	:TOTL:

ACCURATE SHARES MARKET TOTALS \$137,500 WNCN 10% WRAL 43% WTVD 32% WRAZ 12% WRDC 1% WLFL 2% CABL 0%

SVC- NSI BOOKS- OCT/11 NOV/11 NOV/PJ EST/ES DEMOS- RA35+*